Philips
widescreen flat TV with
Pixel Plus

37"
LCD HD Ready

37PF7320

Turn up your viewing experience

with Pixel Plus

Experience the superior picture quality of this excellent Flat TV with the latest LCD technology and Pixel Plus. It's packed into a stunning design that will complement your interior.

Breathtaking natural pictures
- HD LCD WXGA display, with a 1366 x 768p resolution
- HD Ready for the highest quality display of HD signals
- Pixel Plus for detail, depth and clarity
- Progressive Scan component video for optimized image quality
- Active Control with Light Sensor optimizes picture quality

Superb sound reproduction
- Virtual Dolby Surround for a cinema-like audio experience

Slim, stylish design to complement your interior
- Matching stand with elegant design included

Leading interface for digital quality audio/video
- DVI-I provides the best picture and flexible connectivity

One touch convenience
- View PC content in a second window on your TV

PHILIPS
sense and simplicity

Highlights

LCD WXGA display, 1366 x 768p
This WXGA display with state-of-the-art LCD screen technology gives you widescreen HD resolution of 1366 x 768p pixels. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

HD Ready
Enjoy the exceptional picture quality of High Definition pictures and be fully prepared for HD sources like HDTV settop box or Blu-ray disc. HD Ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer a HD screen that displays the benefits of resolution and picture quality of a High Definition signal. It has a universal connection for both analog YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

Pixel Plus
Pixel Plus is a digital picture processing technology that increases the number of lines and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

Progressive Scan
Progressive Scan doubles the vertical resolution of the image resulting in a noticeably sharper picture. Instead of sending a field comprising the odd lines to the screen first, followed by the field with the even lines, both fields are written at one time. A full image is created instantaneously, using the maximum resolution. At such a speed, your eye perceives a sharper picture with no line structure.

Active Control + Light Sensor
Active Control is a unique and intelligent way of optimizing picture quality by measuring and analyzing the incoming signal to automatically adjust picture quality settings. Active Control with Light Sensor uses a sensor to adjust the picture brightness depending on the room light conditions.

Virtual Dolby Surround
Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

Bypacked tabletop stand
A table-top stand with matching design is packed with the set.

DVI-I Input
A DVI-I input connects the non-compressed high-bandwidth digital RGB signal from source to screen. By eliminating the conversion of the digital signals to analog, it delivers an unblemished and noisefree image, that is clear and flickerfree. The DVI input supports HDCP copy protection that allows viewing of copy protected programs from Digital Settop boxes, DVD players and HD recorders. DVI-I is future proof as it can be be connected to all HDMI devices (a converter cable is required). The DVI-I input also supports analog PC-VGA signals.

Picture in Graphics
Picture-in-Graphics is a small window in the main picture, allowing to watch data/graphics in your main TV screen. It provides the ability to simultaneously watch data/graphics and the TV.

Widescreen flat TV with Pixel Plus
37" LCD HD Ready

37PF7320/10

Specifications

Picture/Display
- Aspect ratio: 16:9
- Brightness: 550 cd/m²
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD WXGA Active Matrix TFT
- Picture enhancement: Pixel Plus, Progressive Scan, Active Control + Light sensor, 3/2 - 2/2 motion pull down, Contrast Plus, Digital Noise Reduction, Dynamic contrast, 3D Combfilter, Jagged Line Suppression
- Screen enhancement: Anti-Reflection coated screen
- Panel resolution: 1366 x 768p
- Response time (typical): 8 ms
- Viewing angle: 176° (H) / 176° (V)
- Contrast ratio (typical): 800:1

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60, 70, 75Hz
1280 x 1024	60Hz

- Video Formats

Resolution	Refresh rate
640 x 480i	1Fh
640 x 480p	2Fh
720 x 576i	1Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

Sound
- Sound Enhancement: Dynamic Bass Enhancement
- Sound System: Virtual Dolby Surround
- Output power (RMS): 2 x 15W
- Equalizer: 5-bands

Loudspeakers
- Built-in speakers: 2

Convenience
- Ease of Installation: Autostore, Plug & Play, Auto Program Naming, Automatic Channel Install(ACI), Automatic Tuning System (ATS), Fine Tuning, Program Name, Sorting
- Ease of Use: Side Control, Smart Picture, Smart Sound, Auto Volume Leveller (AVL), Program List
- Remote control type: RCFE05SPS00
- Teletext: Smart Text
- Picture in Picture: Picture in graphics, Twin page text
- Remote Control: Amp, DVD, Multi-functional, TV
- Screen Format Adjustments: Auto Format, 4:3, Subtitle Zoom, Super Zoom, Widescreen, Zoom 14:9, Zoom 16:9, Subtitle and Heading Shift
- Clock: Sleep Timer

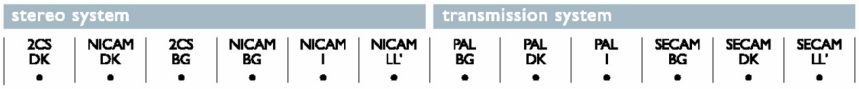
Tuner/Reception/Transmission
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: PAL, SECAM
- Video Playback: NTSC, PAL, SECAM
- Aerial Input: 75 ohm coaxial (IEC75)
- Tuner Display: PLL
- Number of Preset Channels: 100

Connectivity
- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- Ext 2 Scart: Audio L/R, CVBS in/out, S-video in
- AV 3: DVI-I with HDCP, Audio-in mini jack 3.5mm
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S-video in

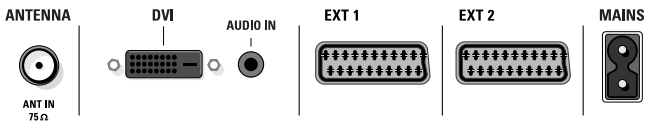
Power
- Power consumption: 185 W
- Standby power consumption: < 2 W
- Mains power: AC 220 - 240 V +/- 10%
- Ambient temperature: 5 °C to 40 °C

Dimensions
- Product weight: 24 kg
- Weight incl. Packaging: 32 kg
- Set dimensions (W x H x D): 1105 x 610 x 97 mm
- Color cabinet: Bicolour High Gloss Black and Silver Frost
- VESA wall mount compatible: 800 x 400 mm
- Stand dimensions (W x H x D): 820 x 40 x 240 mm

Accessories
- Included Accessories: Table top stand, Power cord, Quick start guide, Registration card, Remote Control, RF antenna cable, User Manual, Warranty certificate, DVI-I to YPbPr cable
- Optional accessories: Floor stand



Rear connectors



Side connectors

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